

# Cheeks



## Cheek Color

### Choosing Color

Choose a shade that is similar to your natural blushing skin tone.



### Choosing Formula

Both mineral cheek color and cream blush are buildable. Mineral cheek color leaves a matte or shimmery finish, depending on the shade. Cream blush leaves cheeks looking natural with a veil of sheer color.

### To Apply:

Mineral cheek color should be applied last, after powder, to give your look a natural glow. Cream blush should be applied before powder. When applying cheek color, the goal is to achieve an even finish, not a concentrated area of color that can look severe. Start cheek color application on the apples of the cheeks (the fullest part of the cheeks when you smile), extend along the cheekbones and blend.

# PREP STEPS



## Lip Service

Before you dive into lip color, remember lips need to be protected and pampered. It's lip service like this that will help your customers achieve amazing results.

### Condition Lips

Treat your lips to the ultimate in pampering. *Satin Lips*® Lip Mask contains miniature beads that gently exfoliate dead surface skin cells that cause lips to appear dull and lifeless. *Satin Lips*® Lip Balm moisturizes dry, rough lips for at least six hours.

### Line Lips

Line lips with *Mary Kay*® Lip Liner. This will give your lips definition. Lip liner is water-proof, long-wearing and will help prevent lip color from feathering and bleeding.

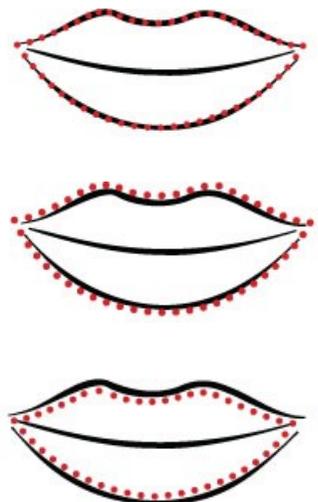


**CLEAR LIP LINER:** If you can't decide which shade of lip liner to wear, you can't go wrong with clear. This versatile lip liner can be used with any color on any skin tone, and it delivers the same great benefits of a colored lip liner.

**To Apply Lip Liner,** draw a line around your natural lip line. Use short, feathery strokes to create a soft, natural line. You can fill in the lip area completely to create a matte base and help lip color last longer. Then apply lip color. You also can wear lip liner alone as your lip color.

**To Make Thin Lips Appear Fuller,** start by covering lips with concealer or foundation to conceal existing lip line. Then line lips slightly outside the natural top and bottom lip lines. Fill in lips completely with lip liner to create a matte base. Then apply lip color if desired. When applying lip gloss, only apply to middle of lips to create a fuller appearance.

**To Make Full Lips Appear Thinner,** start by covering lips with concealer or foundation to conceal existing lip line. Line lips slightly inside the natural top and bottom lip lines. Fill in lips completely with lip liner to create a matte base. Then apply lip color if desired.



**Tip:** Make lips look younger by applying lip primer to entire lip area. Line lips slightly outside and inside the natural lip lines with Clear lip liner. Fill in lips completely with lip liner to create a matte base. Then apply lip color.

"I've seen people get more daring just by trying new makeup. It builds confidence. If you make somebody feel gorgeous ... maybe they're going to put on a slightly higher heel ... one thing leads to another. And it all starts with a lipstick."

- Charlie Green, Mary Kay Global Makeup Artist

# LIP COLOR



## Feel Good. Look Good.

Lipstick and lip gloss are probably the products women feel the most comfortable with because they are fun, quick pick-me-ups. And they could be an easy sell for you!

So help your customers update their looks with a lip color formula based on their needs and a color based on personality, mood or occasion.



### MARY KAY® CREME LIPSTICK

- Women love the lightweight, creamy texture.
- The long-wearing, stay-true color lasts.
- Formula includes ingredients to help defend against wrinkle-causing free radicals.

### MARY KAY® TRUE DIMENSIONS™ LIPSTICK

- Instantly drenches lips in moisture.
- Delivers pure, radiant color.
- Is infused with advanced skin care ingredients.
- Smooths the appearance of fine lines and helps lips look fuller.



### MARY KAY® NOURISHINE PLUS® LIP GLOSS

- Provides sheer color coverage with shine.
- Pairs perfectly with other lip products to build color.
- Includes antioxidants and botanicals.
- Delivers instant moisture.

# Lip Color Expression Session

Color can not only change a woman's look, it can change her *outlook*, lift her spirits, even determine her attitude. Help your customer find her perfect shade of *Mary Kay*® Creme Lipstick by playing the *Expression Session* game. Roll over a mood, and you'll find a recommendation for the shade family that suits her best!

- **Naturally Beautiful**

- She's feeling comfortable in her own skin and wants to accentuate her natural beauty.

Shift her into Neutrals. Subtle lip colors in the neutral category can create a beautiful, understated lip look.

- **Kinda Indulgent**

- She loves to indulge in all things beautiful.

Indulge her in Chocolates. Rich and warm, a delicious brown shade can go from business meeting to cocktail party.

- **Berry Bold**

- She's feeling strong and ready to take on the world!

Expand her palette with fresh Berries. Lighter shades punch up color during the day. Darker berries vamp up the night.

- **Girly Girl**

- She's feeling feminine, maybe even a little flirty.

Give Pinks a chance! Pinks are all about girl power in a grown-up way.

- **Red-Hot**

- She's feeling glamorous, confident and even a little daring.

Red lipstick is for her. It's the *little black dress* of makeup. Classic and elegant.

- **AwesomelyUpbeat**

- She's adventurous, enthusiastic, high-energy and fun-loving.

A Coral kiss is for her. The vivid hue is an instant mood-lifter that will have her crushing on orange.



# LIP LOOKS



## The Basic Lip Look

Try this easy lip look for any occasion.

**step 1** After prepping lips, allow a few minutes before applying lip color.

**Step2** Many people have uneven skin tone on their lips. Apply a tiny amount of concealer to cover imperfections and give you true color payoff.

**Step3** Apply clear lip liner.

**Step4** Apply lipstick in a shade close to your natural lip tone or one or two shades darker. Start in the middle of the upper lip, sweeping to the corners. Then repeat application on the bottom lip.

**Step5** Blot lips after applying lipstick. It will help set the color and remove excess lipstick.

**Step6** For a bit of shine or to create color combinations, apply lip gloss, following the same steps suggested for lipstick



### SELLING TIP

Lip products, such as lipstick, lip gloss and lip balm, don't take a lot of demonstration or explanation. They're fun and feel good, so they can be an easy sell.

## The Stained Lip Look

This lip look is great for your customers who are new to lip color or for your customers just looking for a more subdued lip look.

**step 1** Apply clear lip liner to entire lip.

**Step2** Mix a bit of lipstick (dark reds and berries work best) with a tiny bit of *Satin Lips*® Lip Balm. You can use the back of your hand if you don't have a makeup palette.

**Step3** Pat it onto your lips with your fingers.

**Step4** Blot with a tissue.

**step 5** Repeat once or twice. The more you layer, the longer your stained lip look will last.



# The Red Lip Look

The red lip is classic and iconic. It's all about drama and confidence.

**step 1** Apply clear lip liner to natural lip line. You can fill in the entire lip to help lip color last longer. Clear lip liner is perfect for bold lip colors because it works with any lip color and helps to keep it from bleeding. Dark lip liners can end up making lip lines look overdrawn or obvious.

**Step2** Apply red lipstick with a brush, starting in the middle of the lower lip and slowly working out toward the outer edges. You can use the *Mary Kay*® Cream Eye Color/Concealer Brush†.

**Step3** Gently blot with a tissue and repeat application of lipstick.

"The red lip is a classic look that never goes away, but you have to know how to make it modern. I suggest making the rest of your face less bold so it doesn't compete with your lips. Also opt for a luminous foundation and use just a little powder."

- **Keiko Takagi, Mary Kay Global Makeup Artist**



## Perfect Red Lipstick

Although any woman should be able to wear any red lip color, when going for classic red perfection, Mary Kay Global Makeup Artist Keiko Takagi recommends these shades:



- Ivory Skin Tone

*Mary Kay*® *NouriShine Plus*® Lip Gloss in Rock 'n' Red, *Mary Kay*® *True Dimensions*™ Lipstick in Firecracker and *Mary Kay*® Creme Lipstick in Really Red



- Beige Skin Tones

*Mary Kay*® *True Dimensions*™ Lipstick in Sizzling Red, *Mary Kay*® Creme Lipstick in Red and *Mary Kay*® *NouriShine Plus*® Lip Gloss in Red Passion



- Bronze Skin Tones

*Mary Kay*® *True Dimensions*™ Lipstick in Spice 'n' Nice and *Mary Kay*® Creme Lipstick in Blaze or Midnight Red

